

SAMAR DHAFAER

Digital Marketing & Content Creator

EDUCATION

BAHÇEŞEHİR UNIVERSITY ISTANBUL, TURKEY

BC in New Media, 2022-2026

GPA: 3.50 / 4.00

CERTIFICATES

- Media, Diversity & Discrimination:
UNITAR – CIFAL Istanbul
- Globalization & Media:
UNITAR – CIFAL Istanbul
- People & Soft Skills:
IBM
- High Honor Certificates:
BAU, 2023 – 2026

TOOLS

- Adobe Suite
- Figma
- Canva
- WordPress
- Microsoft Office

LANGUAGES

- Arabic
- English
- Turkish

LINKS

[Portfolio](#)

[LinkedIn](#)

ABOUT ME

Creative New Media graduate with experience in digital marketing, content creation, visual storytelling, branding, and graphic design.

PROFESSIONAL EXPERIENCE

Content Creator Intern

IC Media, January 2025 – February 2025

- Created short-form video content for YouTube, Instagram, and TikTok using Adobe Premiere.
- Created culturally themed content related to events and popular landmarks for social media platforms.

Marketing & Social Media Management Intern

Excellence Talks, June 2025 – August 2025

- Created digital marketing content for LinkedIn to support brand presence and audience engagement.
- Edited interviews including subtitles, thumbnails, and social media formatting.
- Worked on branding materials including logos and animated visuals.

ACADEMIC EXPERIENCE

Her Vision – Graduation Project I

WordPress • StoryMap • Adobe Premiere Pro

- Created a website project focused on women artists, combining cultural storytelling, interactive media, and photography.
- Visited museums and exhibitions to document artwork, conduct interviews, and produce short-form videos to be used throughout the website.

Invisible Workers – Graduation Project II

Adobe Premiere Pro • Canon 250D

- Directed and produced a documentary highlighting overlooked workers in society.
- Conducted interviews, video editing, storytelling, and post-production.